



DON'T FAIL TO SEE
Wright's Trading Post
3rd and Gold Ave, One of the show places
of the city. Largest Collection of GEN-
UINE Indian and Mexican Handicraft.
NAVAJO RUGS AND CURIOS

Crescent Hardware Co.

STOVES AND RANGES
PRACTICAL PLUMBERS AND TINNERS
AGENTS FOR
Marsh Simplex and Advance Duplex Steam Pumps

318 West Central Avenue

PHONE 315

BOOKBINDERS

RULING, SPECIAL FORMS OF ALL KINDS.
ALBRIGHT & ANDERSON
PRINTERS, BINDERS, STATIONERS.

208-210 West Gold Avenue

Phone 440

Lemp's Falstaff and Draught Beers are the
choicest products of the brewer's art.
A trial will convince you.

Consolidated

Liquor Company
Albuquerque, New Mex.

POLL TAX

Becomes
DELINQUENT
MAY 1ST.
BOARD OF EDUCATION.

SHUFFLEBARGER'S
TRANSFER LINE
Plano Moving and Household
Goods given special attention.
Best storage house in city. Office
and sales stable
219 West Copper Ave.

FOR SALE

First class Boarding and
Rooming House, 11 rooms;
30 boarders; money making
proposition. Will sell out
complete. Inquire on premises,
121 West Grand Avenue.

C. T. FRENCH
FUNERAL DIRECTOR
EMBALMER.
Lady Assistant.
Fifth and Central.
Phone Day and Night, 560.

PAINTING, GRANING
PAPER HANGING
Satisfaction in Every Respect.
JOHN HERBOTH
The Scientific Decorator.
201 Louis Ave. Phone 1495J

Newlan Parcel Delivery
PHONE 404

SPECIAL MESSENGERS
FURNISHED
Passengers and Baggage Transferred
to Any Part of City.

C. H. CONNER, M. D. D. O.
Osteopathic Specialist.
I treat all variable diseases, come
from India. Phones 621 and 225.

DUKE CITY CLEANERS
We clean hats, men's and women's clothing, rugs, curtains,
draperies, etc. 220 West Gold.
Phone 416.

Promptness Our Motto

F. Crollott
FUNERAL DIRECTOR AND
EMBALMER.
All WEST LEAD.
Phone Day or night, 578.

WALTON

332 West Central. Up Stairs

FAMILY LIQUOR HOUSE

C. A. GIACONE, Prop.
sole agent for San Pedro Lime and
Chloroal.
Out-of-town orders promptly filled.
Furnished Rooms by week or month
on car line.

Phone 762.

805 N. BROADWAY.

Now is the time to take
SPRING MEDICINE
All Kinds. Get it at

WILLIAMS DRUG CO.
307 West Central
Phone 759

Notice

You are invited to investigate the
new "ENHALATORIUM" installed by
Dr. Schwenkler in Suite 5, N. T. Ar-
mijo Bldg.

This apparatus has cured innumer-
able cases of throat and lung disease.

If you have tuberculosis or any dis-
ease of the air passages
CALL AND SEE FOR YOURSELF.
Perfectly harmless and wonderfully
effective.

An expert in charge.
Phone 717 for information.

Expert Hair Work.
Combing made into switches,
transformations, puffs, curly
etc.; switches dyed.
MRS. M. PEDEZ
Marinello Shop.
Phone 521. 116 S. 4th St.

CRYSTAL

TODAY

"THE IDLER"
Vivagraph.

"THE DOUBLE SHADOW"
Edition Two-Reel All Star
Feature.

"THE FAMILY SKELETON"
Kalem Comedy.

PICTURES CHANGED EVERY DAY

PASTIME

TODAY

"FOR IRELAND'S SAKE"
A Strong Three-Reel Drama
Featuring the Eminent Actress,
Miss Jean Gauntier.

"FRAUD CAT"
Vivagraph Comedy.
With Pobby Connolly.

NOTICE

The two Albuquerque daily papers
are glad to favor Albuquerque
churches and lodges by publishing
notices of services and meetings free
of charge. Notices of entertainments,
lectures, recitals, teas, etc., which are
given for the purpose of making mon-
ey, however, will be charged for at
regular advertising rates. Where an
admission is charged or a collection is
taken, whether mention of the fact
is made in the notices published in
the paper or not, the papers will
charge for the notices.

THE MORNING JOURNAL.
THE EVENING HERALD.

HENRY'S MESSENGERS. Phone 939
Phone 2. Red Barn, 311 W. Copper
for first-class hacks and carriages.
W. J. Trimble & Co.

ADVERTISING FUND STEADILY MOUNTS TOWARD FINAL FIGURE

Committee in Yesterday's Cam-
paign Adds Thousand Dol-
lars to Total Subscribed by
Citizens.

BELIEVED WORK CAN BE FINISHED NEXT WEEK

Steadily the fund to be used by the
Commercial club for the advertise-
ment of Albuquerque throughout the
country is mounting. Business men
in the city and surrounding country
in the growth of the city realize that
the publicity campaign planned by the
club cannot fail to have immediate
effect in drawing the attention of
tourists and healthseekers and invest-
ors to this city, and they are unhesi-
tatingly putting their name to the
subscription blanks.

When the committee appointed to
secure the fund of which Dr. L. S.
Peters is chairman, finished its round
yesterday, \$2,900 had been pledged.
The plan is to advertise for at least
a year, and the subscriptions are
based on a total for twelve months.
Subscribers, however, pay in monthly
installments.

On Monday the committee will go
out after subscriptions again. The
committee will try to see everybody
who is thought may be interested
enough in the city's growth to subscribe.
They will also call on the un-
usually residents who wish to help
the publicity campaign along whom
the committee is not likely to encounter.
Those whom the committee have
not seen and wish to make sure that
their desire to help in making Albu-
querque bigger and more prominent
will not go to waste, may call up
Secretary Thomas Egan of the Com-
mercial club. The telephone number
is 42.

No one has any doubt about the
value of the advertising campaign
planned. The experience of other
cities who have systematically ad-
vertised shows that their advan-
tage takes all the element of chance
and uncertainty out of the project.
Those other cities have grown and
developed as a result of advertising.
In no case has a systematic advertising
campaign failed of effect, which
means that in all such cases the
money spent has been returned many
times over.

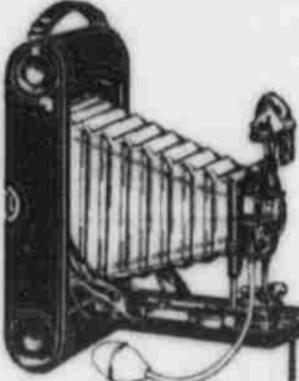
In the case of Albuquerque, say
those who are familiar with such
things, there is no calculating the
dollars-and-sense value of such ad-
vertising as is planned. This city has
a priceless asset in its climate, con-
venience, and several appeals even to
the hardheaded business man. "Hum-
ble" is a magic word, and Albu-
querque has such unchallenged right
to use it that it is potentially the
open sesame to development and
wealth for the Duke City. No other
city of similar population conven-
iences has any climate to compare
with Albuquerque, and that is the
point the publicity campaign will
make plain to all the United States.

The following is a list of the sub-
scribers to the advertising fund se-
cured thus far:

Bank of America	\$299
State National Bank	399
Journal Publishing Co.	260
A. G. E. & P. Co.	309
Shortle's Sanitarium	249
Rosenwald Bros.	189
E. L. Washburn Co.	129
Boots Drug Co.	129
String Bros.	129
P. F. McCanna	129
John B. Burg Realty Co.	129
Kistler-Collister Co.	129
Jos. Barnett	129
Lithograph Co.	99
Arno Hunting	99
Jaff's Drug Co.	69
The Model Co.	69
Hudson Motor Co.	69
Dr. J. S. Cipes	69
Evening Herald	69
John Lee Clarke	69
J. E. Gundell	69
Jas. A. Blalock	69
Springfield Co.	69
D. A. Portfield Co.	69
Bartley Millinery Co.	69
Mandell Myer Co.	69
Nash Electric Co.	69
Citizens' Bank	69
W. L. Hawkins	69
Albright & Anderson	69
H. E. Sherman	29
H. G. Hope	29
P. G. Cornish	29
I. G. Rice	29
J. F. Pearce	29
George Rosington	29
W. S. Patterson	29

Just received our Spring
shipment.

New Models--



Just received our Spring
shipment.

MONDAY

April 20

O. A. MATSON

202 W. Central

WILL GO OVER ROAD TO PLAN IMPROVEMENT

Work on the stretch of road to be
built between Alameda and Corrales
will be started on Monday afternoon.

John Beaver, chairman of the
county road board, will go with Bert
Foreman, Leonidas Hunter, E. L.
Cross and other road boosters to meet
Corrales people tomorrow to go over
the proposed road and plan the work
to be done.

The Corrales people have agreed to
turn out 100 team days of work on the
Corrales side of the road.

Hardscape-J. Korber & Co.—Bugs-

gies.

The Value of Your Eye Glasses

Look not in the fact that they repre-
sent so much merchandise.

Eye glasses which do not correct the
eye faults in **YOUR** eyes are WORTH-
LESS to **YOU**, and your glasses are
worthless to **ANOTHER PERSON**.

So you see the **REAL VALUE** of
glasses depends upon the **SKILL** of
the **MAN WHO FITS** them.

There are **HUNDREDS** of possible
lens combinations, but **ONLY ONE** is
EXACTLY RIGHT for you.

MY BUSINESS is to apply the
principles of Optometric science to
determine the exact refractive condition
of **YOUR EYES** and adapt the
proper Lens Combination to give **Per-
fect Vision Without Strain**.

C. H. CARNES

OPTOMETRIST.

114 W. Central. Phone 452.

IF CHILD IS CROSS, FEVERISH AND SICK

Look Mother! If tongue is coated,
cleanse little bowls with "Cal-
ifornia Syrup of Figs."

For a limited time only:
Every purchaser of a Kodak gets one year's free
subscription to the magazine Kodacery. The best
guide for picture making

STRONG'S BOOK STORE

"Your Money Back If You
Want It."

DIED IN MANILLA IN JANUARY. FUNERAL TO BE HELD TOMORROW

The funeral of O. R. Montgomery,
aged 59 years, whose death occurred
in Manilla, Philippines Islands, Jan-
uary 11th, will take place tomor-
row afternoon at the First Presbyterian church, Rev.
C. A. Foreman conducting the service. A private service will be held at the
family home, 1614 Forester avenue,
at 2 o'clock. Mr. Montgomery was
in the government service in the
Philippines and his family had made
their home here for seven years. He
is survived by a wife and four chil-
dren.

SANTA RITA MAN WILL OPEN THE ORPHEUM WITH SHOW TONIGHT

L. A. Osthoff, representing the Or-
pheum Theater company of Santa
Rita has secured the Orpheum the-
ater of Albuquerque, and will open
with a moving picture performance
tonight. The new management says
Mr. Osthoff, has ample financial back-
ing and has taken hold of the Or-
pheum here with a view of staying
with it until this amusement place is
established as a success.

Mr. Osthoff has been managing
houses for the Orpheum Theater
company for a number of years and
the concern now has eight successful
houses at Santa Rita, Hurley and
other points in New Mexico. Mutual
pictures will be shown and Keystone
comedy. The Nashville Glee Club, a
high class attraction, will be put on
Friday, Saturday and Sunday of next
week.

Montezuma Grocery & Liquor Company

General agents for the Celebrated SCHLITZ BOTTLED
BEER. Importers of the Pure Lucca Olive Oil and Chi-
anti Wine, Gradi and Domenici Brand. Phone 1028



New Headgear

This is a season of novelties in MEN'S HATS.

Bows are on the back or
in a three quarter position
—green, blue and grey
are the leading colors.

Some with pugaree or
fancy bands, see them.

\$2.50, \$3, \$3.50, \$4

Mail orders delivered free

E. L. Washburn Company

We WILL NOT sell a Hudson by
misrepresentation.

Our salesmen WILL NOT Lie
about the Hudson, nor about com-
peting cars. If we discover that any
man